

INFORMATION LETTER

NATIONAL CANNERS ASSOCIATION

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Prominent Actor To Portray Canner in DuPont Program

Lee Bowman, actor in a long list of Hollywood films, has been cast as the star on the DuPont "Cavalcade of America" radio program which will dramatize the life of the pioneer canner, William Underwood, Tuesday evening, May 2, over the National Broadcasting Company network.

Through its advertising agency, Batten, Barton, Durstine and Osborn, the DuPont Company sought for a star for this program one who possesses not only public appeal but is also a capable dramatic radio artist. Lee Bowman is recognized in radio circles as one of the top-flight dramatic artists on the air. Ohio-born and educated, Bowman entered the theater in eastern stock, played a Broadway bit and then signed a Paramount contract which took him to Hollywood in 1936. Since that time he has appeared in 39 pictures produced by leading film studios.

The DuPont program will deal with the adventures and achievements of

(Please turn to page 155)

Guide for Mobilization Plans Issued by Munitions Board

A new manual to guide the military departments, other government agencies, and industry in coordinated planning for the production of materials which would be needed for war has been issued by the Munitions Board, Department of Defense.

The guide, entitled, "Production Allocation Manual," replaces the former Annex 47 manual which has been in use for this planning since its issuance in 1948.

Under the new manual, priority will be given to production planning for selected lists of equipment and weapons that are considered most vital to defense. Planning for production of less important, but essential, items will continue on a non-priority basis dependent upon the availability of personnel and funds.

The primary objective of the allocation program, according to the

(Please turn to page 154)

Speakers Who Will Address Ceremonies At Building Dedication Announced

Dr. Charles Glen King, Scientific Director of the Nutrition Foundation, Inc., New York City, and Albert Kennedy Rowswell, well-known lecturer and broadcaster, of Pittsburgh, Pa., will be the featured speakers at the ceremonies dedicating the Association's new research and administrative headquarters in Washington, D. C., June 8.

Dr. King, a leading figure in scientific and nutrition fields, will be remembered by cannery as a principal speaker at the 1946 Annual Convention in Atlantic City. He has always recognized the valuable role of trade-type research programs such as are conducted by N.C.A. and has expressed special approval of the eight-year collaborative program on canned foods nutrition conducted jointly by N.C.A. and the Can Manufacturers Institute. His address at the dedication ceremonies will spell out the significance in terms of research benefits in the public good that are attached to the new building and facilities.

Dr. King's leading position in scientific circles is attested by his prominence in a vast number of research organizations. He is chairman of the Steering Committee of the Food and Nutrition Board of the National Research Council; president of the American Institute of Nutrition; chairman of the Biochemistry and Nutrition Study Section of the National Institute of Health; a consultant to the Surgeons General of the Army and the U. S. Public Health Service, and to the Quartermaster General; a mem-

(Please turn to page 155)

Information Letter Deadline

A city-wide strike of bindery workers this week threatened to prevent Washington printers from folding, stapling, and trimming such bulletins as the N.C.A. INFORMATION LETTER. In order that this work may be completed elsewhere in time to permit a pre-weekend mailing of the LETTER, the deadline for this issue was moved ahead 24 hours. Late developments of concern to the industry will be reported by special bulletin.

RMA Citrus Group Urges Research on Insect Control

Although research on the marketing and utilization problems of the citrus industry should have priority under the Research and Marketing Act, there is an urgent need for more intensified production research to control such insects as the citrus blackfly, Mexican fruitfly, and the Oriental fruitfly, according to the Citrus Fruit Advisory Committee.

It was pointed out that the citrus blackfly has been found across the border from Texas and that failure to check its advance into Texas might easily ruin the citrus and other fruit industries in this country.

The Committee met in Washington, D. C., with officials of the U. S. Department of Agriculture on April 10 and 11.

Among marketing and distribution work which the committee believes should be continued or expanded are:

The application of modern and more efficient methods of handling farm commodities as a means of reducing costs; develop new standards for grades of frozen concentrates of grapefruit, tangerines, and blends; in-

(Please turn to page 156)

PERSONNEL

Monterey Fish Processors

The Monterey Fish Processors Association this week elected the following officers for 1950:

President—S. A. Ferrante, Oxnard Canners, Inc.; vice president—George Dollar, Peninsular Packing Co.; secretary-treasurer—Sebastian Sollecito, Enterprise Packers; executive secretary—George Clemens (reelected).

Guide for Mobilization Plans

(Continued from page 153)

manual, is to develop plans with industrial management that will make it possible to change over quickly from peacetime to wartime production should the need arise. The program seeks to arrive at specific schedules so that industry will know what is needed and when it will be needed.

Other objectives of the program are to provide for essential wartime civilian production, in cooperation with industry and the National Security Resources Board; and to establish procedures that will bring about unified and coordinated planning with industrial management by government agencies having special wartime production requirements. The end product of this planning is the definite allocation of production capacity.

Industry, the government, and the nation all will be directly benefited as a result of this planning, the manual says. Citing specific advantages, it points out that the program is expected to enable industrial management to determine what and how much production will be required of it in the event of war. The program also will provide a means of ascertaining where important military items and other wartime supplies and equipment can be obtained. It is designed to assist in an orderly distribution of the initial wartime manufacturing load among industrial facilities; avoid interagency competition for production and uncoordinated planning with management.

An additional important expected result is that the program will develop plans for the efficient use of existing manufacturing facilities, thereby lessening the need for new construction.

The manual explains that the Department of Defense's industrial mobilization program consists of four parts: (1) War procurement; (2) war distribution; (3) economic warfare; and (4) demobilization.

Production allocation comes under Part I, War procurement, which consists of a system of production priorities, resources and material requirements compilations, and procurement regulations. The manual covers only the production allocation phases of plans for war procurement.

An allocation, the manual states, is an assignment, agreed to by management to produce specific quantities and types of materials at a specified rate of production, in the event of war. This assignment is geared to a plant's total production capacity, with a reserve allowed for essential non-military production.

The allocation program covers planning for production of military weapons and equipment, and civilian-type items required by the Army, Navy and Air Force in time of war. Other government agencies having specialized wartime production requirements are cooperating in the program. These agencies include Atomic Energy Commission, Maritime Commission, and National Advisory Committee for Aeronautics.

A reserve of production capacity to meet civilian and war supporting needs in time of war is provided for in the application of the program to individual plants. The amount to be reserved for civilian use will depend largely on the plant's experience in World War II. If an estimate on this basis cannot be given, the reserve for metal fabricating facilities will be based on average World War II shipments for civilian use. For all other facilities, such as producers of textiles, rubber products, and chemicals, a figure in the neighborhood of 50 percent of the average peacetime operating rate will be used in setting the reserve.

For purposes of the program, industry is divided into three categories.

Category I is production that is service or developmental in nature and not subject to allocation, such as the output of research and development laboratories, engineering and architectural firms, transportation facilities, and public utilities. Planning with management in this category may be carried out independently by the government agencies concerned.

Over-all planning for the mobilization of transportation facilities and public utilities will be accomplished by the National Security Resources Board in cooperation with the Department of Defense and other government agencies.

Category II consists of production that is basic in nature, or is a potential bottleneck to wartime supply, such as raw materials, certain basic processed materials, food, industrial equipment, selected end items and component parts. This production will not be allocated, nor will plans be made to convert existing production capacity to other production. Preparedness planning for this category will be carried out by the National Security Resources Board in cooperation with the Department of Defense and other Government agencies.

Category III consists of all other production. Allocations of capacity will be granted for this production with the consent and cooperation of management.

The manual emphasizes that the selection of facilities for which plans will be developed is based on the nature and quantity of a plant's output, and the strength and production "know-how" of its management. The size of the facility is not the determining factor. Small firms that produce items which will be required, and for which requirements have been computed, will receive full consideration.

The order of planning for Category III production applies to facilities that produce products for which requirement lists are developed. There are many facilities that produce essential Category III items for which war requirements are not developed by claimant agencies, such as foundry products, sheet metal work, and welded assemblies. As a general rule, the military and other claimant agencies depend upon their prime contractors to obtain these items, and for this reason, direct planning with these facilities is not anticipated.

While the production allocation program provides for close coordination with current procurement, the manual points out that industry cannot expect contracts now solely because it is participating in plans for production in time of war.

Copies of the Production Allocation Manual may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., for 45 cents per copy.

MEETINGS

Tidewater Canners of Virginia

The annual meeting of the Tidewater Canners Association of Virginia, Inc., will be held at The Tides Inn, Irvington, on May 17, it is announced by R. A. Harris, Jr., secretary.

Forthcoming Meetings

- April 24-27—American Management Association, 19th National Packaging Conference and Exposition, Navy Pier, Chicago
- May 4—Ozark Canners Association, Spring Meeting, Colonial Hotel, Springfield, Mo.
- May 14-16—Super Market Institute, 13th Annual Convention, Chicago
- May 17—Tidewater Canners Association of Virginia, Inc., Annual Meeting, The Tides Inn, Irvington
- May 21-25—Institute of Food Technologists, Decennial Conference, Edgewater Beach Hotel, Chicago
- June 4-6—Michigan Canners Association, Spring Meeting, Park Place Hotel, Traverse City, Mich.
- June 7—Spring Meeting, N.C.A. Board of Directors, Shoreham Hotel, Washington, D. C.
- June 8—Dedication Ceremonies, New Headquarters of N.C.A., 1133 20th St., N. W., Washington, D. C.
- October 19-21—Florida Canners Association, 19th Annual Meeting, Palm Beach Biltmore Hotel, Palm Beach
- November 13-14—Wisconsin Canners Association, 46th Annual Convention, Schroeder Hotel, Milwaukee
- November 18-19—Grocery Manufacturers of America, Inc., Annual Meeting, Waldorf-Astoria Hotel, New York City
- November 16-17—Indiana Canners Association, Annual Convention, Claypool Hotel, Indianapolis
- November 20-21—Michigan Canners Association, Fall Meeting, Pantlind Hotel, Grand Rapids
- November 20-21—Pennsylvania Canners Association, 36th Annual Meeting, Penn Harris Hotel, Harrisburg

Building Ceremonies

(Concluded from page 153)

ber of the Agricultural Research Policy Committee of the U. S. Department of Agriculture and a collaborator in the USDA Plant, Soil and Nutrition Laboratory at Ithaca, N. Y.; a member of the Scientific Advisory Board of the Quartermaster Food and Container Institute; member of the Committee on Research and Standards of the American Public Health Association, and a long list of scientific and technical societies. He has been recipient of numerous awards for scientific accomplishment.

Mr. Rowswell stands high in the lecture field and is a favorite of numerous businessmen's organizations, fraternal clubs and lodges, bankers' and sales organizations throughout

the country. He has been a speaker at numerous national and state conventions, among them the National Association of Retail Grocers, National Food Brokers Association, and the National Tea and Coffee Merchants Association. Among philosophical and humorous lecturers, his record of return engagements is one of the highest. He is well-known also as a radio commentator on sports.

On June 8 the new building, which is located at 1133 20th Street, N. W., will be open for inspection throughout office hours. The Association staff will have moved in some days previously.

The first item on the dedication program will be a brief service at which the Buildings Committee will turn over the keys to N.C.A. President Henry P. Taylor.

At 11 a.m. an oil portrait of the founding Secretary, Frank E. Gorrell, will be unveiled. The portrait is a gift of the Association of Canners and Regional Secretaries.

At 12:30 p.m. the ceremonies will move to the Ballroom of the Mayflower Hotel, where a special luncheon will be served. Dr. King and Mr. Rowswell are the featured speakers on the program that will immediately follow the luncheon.

Invitations to the ceremony including the luncheon and program have been mailed to all member-canners, contributors to the Buildings Fund from the ranks of suppliers, to individual canners who make up the Board of Directors and Administrative Council, who will be in Washington on June 6 and 7 on Association business, and to the state and regional secretaries. Many acceptances have been returned, but others are still to be heard from and it is important that the reply cards for all who are planning to attend the ceremonies be sent to Association headquarters (*by May 8 at the latest*) since it is planned to publish the names and the table locations for the luncheon in a souvenir program.

PROMOTION

CMI Features Fruit Cocktail

Canned fruit cocktail will be featured during May and June by the Can Manufacturers Institute as one of its monthly promotions of canned foods. Merchandising aids are available to canners who may take part in local promotion campaigns.

STANDARDS

Pineapple Standards Hearing

The public hearing for the purpose of receiving evidence upon the basis of which regulations may be promulgated fixing and establishing definitions and standards of identity, quality, and fill of container for canned pineapple and canned pineapple juice, heretofore announced to commence on October 16, 1950, has been postponed by the Federal Security Agency until October 15, 1951. The announcement was published in the *Federal Register* of April 19.

U. S. Standards for Beans

U. S. standards for beans, superseding standards in effect since September 1, 1941, have been promulgated by the Production and Marketing Administration, USDA. The standards were published in the *Federal Register* of April 18 and will be effective 30 days after publication.

A separate table of grade requirements is provided for the classes cranberry and blackeye beans. Heretofore, the specifications for cranberry and blackeye beans were included with other classes. A separate table of specifications was set up to facilitate the marketing of these commodities.

Minor revisions also were made throughout the standards. These include changes in terminology to facilitate their interpretation and application.

'Cavalcade of America'

(Concluded from page 153)

Underwood in establishing a canning business in America soon after his arrival from England in 1817. His celebrated journey on foot from New Orleans, to Baltimore, and to Boston brought him to the locale where his efforts finally were crowned with success four years later.

Canners are urged to bring to the attention of their employees, their suppliers, growers, brokers and buyers the fact that this pioneering canning enterprise will be the subject of a national broadcast on May 2.

Local papers of that date will confirm the exact times of the broadcast in each locality:

Eastern Time Zone	8:00 p.m.	Local Time
Central Time Zone	7:00 p.m.	Local Time
Mountain Time Zone	9:30 p.m.	Local Time
Pacific Time Zone	8:30 p.m.	Local Time

FOREIGN TRADE

U. S. Tariff Negotiations

Canned citrus juices are among the products on which the United States will negotiate tariffs at Torquay, England, beginning September 28.

The current U. S. duty on citrus fruit juices is 70 cents a gallon. As a result of the negotiations, this duty could be reduced, under present law, by as much as one-half.

Total 1949 imports of citrus fruit juices amounted to 1,303 gallons, of which 987 gallons were received from Australia, 187 gallons from Cuba, and 129 gallons from France.

Specifically, the canned fruits and vegetables on which the U. S. will negotiate its tariffs are:

Para. 806(a)—Citrus fruit juices, not specially provided for (except Naranjilla (*solanum quitoense* (lam) juice), containing less than one-half of 1 per centum of alcohol; grape juice, grape syrup, and other similar products of the grape, by whatever name known.

Para. 748—Grapefruit.

Para. 751—All jellies, jams, marmalades, and fruit butters (except guava, currant and other berry, pineapple, mango, papaya, mamey colorado (*calocarpum mammosum*), sweetcap (*annona squamosa*), soursop (*anonca muricata*), sapodilla (*sapota brasiliensis*), and cashew-apple (*anacardium occidentale*)).

In addition, the U. S. will negotiate tariffs on numerous canned fish products.

STATISTICS

Utilization of Citrus

While processing of oranges declined slightly during the 1948-49 season, the output of frozen orange concentrate increased many times, it is shown in a report on "Citrus Fruits" issued by the Bureau of Agricultural Economics, USDA.

The report shows estimates of citrus production, value, utilization, and bearing acreage, by crops, for the seasons 1946-47 through 1948-49, and is the first report of citrus utilization and bearing acreage for 1948-49. Copies are available from BAE.

A total of 8,320,000 boxes of Florida oranges went into frozen concentrate in 1948-49, as compared with 1,600,000 boxes in 1947-48 and 466,000 boxes in 1946-47.

Florida supplied 26,852,000 boxes of the 40,698,000 boxes processed throughout the country in 1948-49, the report shows.

Canned Fruit and Vegetable Stocks and Shipments

Reports on canners' stocks and shipments of canned red sour pitted cherries and canned pumpkin and squash have been compiled by the Association's Division of Statistics, and detailed reports have been mailed to all canners packing these items.

RSP Cherry Stocks and Shipments

	1948-49	1949-50
(actual cases)		
Carryover, July 1	3,552,210	3,445,823
Pack	3,552,210	3,445,823
Total supply	151,881	432,896
Shipments during March	128,698	266,793
Shipments, July 1 to April 1	1	3,400,829
	3,612,927	